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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/818,125	03/26/2001	Masahiro Minowa	81747.0191	8629
26021	7590	11/28/2007	EXAMINER	
HOGAN & HARTSON L.L.P. 1999 AVENUE OF THE STARS SUITE 1400 LOS ANGELES, CA 90067			RETTA, YEHDEGA	
			ART UNIT	PAPER NUMBER
			3622	
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			11/28/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/818,125	MINOWA, MASAHIRO	
	<b>Examiner</b>	<b>Art Unit</b>	
	Yehdega Retta	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 12 September 2007.
- 2a) This action is **FINAL**.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-23 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-23 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date _____	6) <input type="checkbox"/> Other: _____

## DETAILED ACTION

### *Response to Amendment*

This office action is in response to amendment filed September 12, 2007. Applicant amended claims 1-3, 12-16 and 18-23. Claims 1-23 are pending.

### *Claim Rejections - 35 USC § 103*

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-15, are rejected under 35 U.S.C. 103(a) as being unpatentable over Kanevsky et al. (6,334,109) in view of Hunter et al. (US 6,424,998).

Regarding claims 1, 4-8, 10-15, Kanevsky teaches means for storing advertisement and means for controlling presenting advertising on POS sales receipt or on display (see col. 2 lines 59-64). Kanevsky teaches a local server 105, 107 linked to advertiser server 112 for a personalized advertisement that can be displayed at shopping server and/or printed by printers. Kanevsky also teaches *second server* (coupled to another POS) linked to gas pump, as well as ticket sale machine, telephone and PC communicating with the advertiser server via network (130) for printing advertising on a receipt (see fig. 1-5, col. 3 lines 1-12, col. 5 lines 1-57, col. 6 lines 7-65). Kanevsky does not teach providing the advertisers with advertisement placement application page. Hunter teaches server (customer interface web server) providing means for storing application page containing an advertising placement application form; means for sending the application page containing the application form to the client PC in response to a

request from the client PC; receiving and storing input information containing advertising placement information (see fig. 1 and col. 2 line 66 to col. 3 line 22, col. 4 lines 3-43, col. 7 lines 25-50). Hunter teaches accessing a central station via the Internet through interface web server sending advertisement content and for scheduling and purchasing advertisement time for displaying advertisement in specific locations. Hunter teaches a second server, different from the first server, providing means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form (see col. 3 lines 22-30). Hunter teaches the video & still image review and input module permits a system security employee to conduct a content review to assure that all content meets the security and appropriateness standards established by the system prior to the content being read to the server 100 (see also fig. 1). Hunter also teaches enabling selection of one place name from a plurality of names of places or area, where advertisement can be placed; enabling specification of one or more conditions restricting advertising placement, specifying advertising period, specific time period or target and *displaying the advertisement specified by advertising placement information* (see col. 4 lines 5-44). It would have been obvious to one of ordinary skill in the art at the time of the invention to provide an application page to Kanevsky's POS system, as in Hunter, so that advertisers can directly send their own advertisements electronically to the network to be displayed or printed at locations and times selected by the advertisers.

Regarding claim 2, Hunter teaches means for calculating an advertising placement fee, means for storing and sending the calculated fee information to the client PC, means for confirming fee payment (see col. 4 lines 4-46, col. 6 line 62-25). Hunter teaches billing and report generation module providing reports showing calculating advertisement placement fee

storing and sending the calculated fee information and payment to user. It would have been obvious to one of ordinary skill in the art at the time of the invention for one to know that the retail stores of Kanevsky would charge the advertisers a fee for displaying and printing the advertisement, in order to generate revenue, by providing promotional display and to inform the advertisers by providing billing system for the service provided, as taught in Hunter.

Regarding claim 3, Kanevsky teaches plurality of POS system installed in plurality of locations (see fig. 1 and col. 5 lines 1-32). It is inherent for a retail system to provide the same POS system in each chain store or branches. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention for the branches or subscriber stores of a chain store *to receive the at least part of the advertising placement information from first server via a network* in order to print the specified advertisement in the different branches or chain of stores' POS terminals.

Regarding claim 9, Kanevsky does not teach wherein the application page enables specification of a number of pages printed for advertising placement as one of the conditions. Official notice is taken that is old and well known in advertisement to specify the number of ad prints or volume and to be charged based on the number of ads printed or displayed. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to provide a page for specifying the number of prints for those who prefer to pay fee based on the number of printed coupons, rather than based on time period, in order to make sure that advertiser is paying only for coupons that are provided to customers.

Claims 16-21, are rejected under 35 U.S.C. 103(a) as being unpatentable over Sleeper et al. (6,401,074) in view of Hunter et al. (US 6,424,998).

Regarding claims 16, 18, 20 and 21 Sleeper teaches receiving and storing advertisement placement information, charging fee for the placement of the advertisement, registering in the *POS system coupled to the first server and/or the POS system coupled to the other server*, advertising information and outputting advertisement by means of a printer device, charging the advertisers for placement of the advertisement; sending specific information to the POS system; distributing by central computer connected to POS, via the Internet (see col. 3 lines 1-67, col. 6 lines 50-67, col. 8 lines 47-67, col. 9 line 60 to col. 10 line 3). Sleeper does not teach how the advertisers submit the advertisement placement information that is displayed and printed by the retailer stores (POS) and calculate an advertisement fee based on the input information, it is taught in Hunter. Hunter teaches *first server* providing application page containing an advertisement application form for receiving and storing information containing advertisement placement information (customer interface web server) (see col. 2 line 66 to col. 3 line 30), calculating fee based on the selection; sending specific information to the be displayed (server 100) (see col. 3 line 62 to col. 4 line 46). It would have been to one of ordinary skill in the art to provide application page for receiving and storing information containing advertisement placement information and calculated fee based on the input information. One would be motivated to provide advertisers a direct access for purchasing promotional displays and for directly sending their ads electronically, to be displayed at the locations and time selected by the advertiser as taught by Hunter (see col. 1 lines 7-18 and col. 2 lines 1-25), and to calculate fee that would provide revenue. Hunter does not teach the calculating fee is with a second server, which is separate from the first server. It would have been obvious to one of ordinary skill in the

art at the time of the invention to use separate server to calculate fees and to perform billing process if the accounting is performed by different office.

Regarding claim 17, Hunter teaches payment using debit payment or other suitable payment code (see col. 4 lines 44-47). Official notice is taken that is old and well known in credit card processing, to confirm credit card validity by a credit card company or banks. It would have been obvious to one of ordinary skill in the art at the time of the invention for someone to know that Hunter's payment system would confirm the validity of the credit card used for payment by contacting the credit card issuer, to avoid fraud.

Regarding claim 19, Sleeper does not teach confirming a POS system specified by the input information and sending the information to the confirmed POS system, it is taught in Hunter (see col. 1 line 66 to col. 2 line 25 and col. 2 line 66 to col. 3 line 21 and col. 4 lines 9-44). Hunter teaches specifying which locations (site code specified for the location) receive the message and transmitting the message to the locations selected by conforming the site code of the display location. It would have been obvious to one of ordinary skill in the art at the time of the invention to implement Hunter's selection of specific location, in Sleeper's retail system in order to provide advertisers of Sleeper an option to selectively display or print their advertisement in specific retail stores.

Claims 22 and 23, are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunter et al. (US 6,430,603) and further in view of Sleeper (US 6,401,074).

Regarding claims 22 and 23, Hunter teaches sending an application page containing an advertising placement application form with a first server (see fig. 1, customer interface web

server and col. 2 line 66 to col. 3 line 30), receiving and storing the input information; calculating an advertising fee based on the input information with a second server (see col. 3 lines 21-30); sending payment specification form to the client PC (col. 4 lines 4-42); confirming fee payment (see col. 4 lines 43-46) and registering in POS system (Point of service) advertising information with a central computer (servers) and outputting advertisement (displays). Hunter does not teach the first server coupled to a POS system having a printing device and outputting the advertisement by means of the printing device (printing the advertisement on a receipt or ticket) and *sending at least part of the advertising placement information from the first server to a second server coupled to a second POS system.* Sleeper teaches outputting advertisement provided by vendors and manufacturers by means of printer device. It would have been obvious to one of ordinary skill in the art at the time of the invention to output the advertisement of Hunter in Sleeper's POS's printing devices for the purpose of providing promotional information to customer at the point of sale, as taught by Sleeper (see abstract, col. 3 lines 1-67 and col. 9 line 60 to col. 10 line 12). Hunter does not disclose sending at least part of the advertising placement information to a second server coupled to a second POS system. Official notice is taken that is old and well known in the art of retail or grocery stores to have plurality of chain stores. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to know that Hunter/Sleeper would provide the advertisement to different POS system of chain stores since chain stores provide the same type of advertisement in all the chain stores for the intended purpose of providing a standard service.

***Response to Arguments***

Applicant's arguments filed September 12, 2007 have been fully considered but they are not persuasive. Applicant argues that Kanevsky does not disclose or suggest that the local server 107 or shopping server 105 (the first server system) sending advertising information to the second server system as recited in amended independent Claim

1. Examiner would like to point out that Kanevsky teaches a local server 105, 107 linked to advertiser server 112 for a personalized advertisement that can be displayed at shopping server and/or printed by printers. Kanevsky also teaches *second server* (coupled to another POS) linked to gas pump, as well as ticket sale machine, telephone and PC communicating with the advertiser server via network (130) for printing advertising on a receipt (see fig. 1-5, col. 3 lines 1-12, col. 5 lines 1-57, col. 6 lines 7-65). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to know that the advertiser, using Hunter's web interface would be able to send the advertisement to two different servers of Kanevsky. Thus Kanevsky as modified by Hunter teaches means for distributing at least a part of the advertising placement information (Hunter) to the first POS system coupled to the first server system (Kanevsky) and to the second server system coupled to the second POS system (Kanevsky).

***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after

the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yehdega Retta whose telephone number is (571) 272-6723. The examiner can normally be reached on 8-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

  
Yehdega Retta  
Primary Examiner  
Art Unit 3622

YR